# Your College Navigator, LLC

## Admissions by design, not chance!

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## April 2022

**2nd — ACT**

Juniors—Visit colleges virtually

Prepare for AP Exams

Seniors - Final letters of acceptance should arrive by the beginning of April

Compare offers of admission; re-visit top choices using virtual options and social media

Evaluate financial aid packages and consider college funding options

Notify the colleges that you will not attend and take some time to thank those who wrote your letters of recommendation

## May 2022

**1st** – Common reply deadline for college enrollment

**7th—SAT**

**AP exams**

**IB exams**

# Waitlist Purgatory

The dreaded waitlist. You weren't rejected, but you weren't accepted either. The waitlist means the college likes you well-enough, they just don't love you enough to accept you at this time. They want to keep you hanging on until they find out if they're loved back by the students they did choose to accept. Now the ball is in your court—let's consider your options:

1. Hopefully you received an acceptance from another college that you like even better. Easy decision – inform the college that waitlisted you that you're no longer interested and have made other plans.

2. You were waitlisted by your first-choice school, and you'd sell your youngest sibling to go there. Easy decision – you make a deposit at one of the colleges where you were accepted and let your dream school know that you'd very much love to remain on their waitlist. Follow this up in any way they will allow—some colleges permit you to submit updates, others don't. Check the rules and follow them.

3. You can't decide. Tough decision – you want to be done with this "college stuff" and know where you're going next fall. But you'd really love to go to one or more of the colleges where you were waitlisted. You still need to make a deposit at one college where you were already accepted before May 1. You can choose to remain on one or more colleges' waitlists.

Choosing to remove yourself or stay on a waitlist seems to be more of a psychological decision than a statistical decision. The waitlist conversion to acceptance numbers, particularly at the most selective colleges and universities, aren't very encouraging. Last year Northwestern University only accepted 2.6% of students from the waitlist, while Boston University enrolled only 339 students of over 5,200 on their waitlist. Conversely, UC Berkeley accepted 90%. Unfortunately, the past year's statistics do not predict those of the current year.

Being accepted from a waitlist is tied entirely to the yield – the number of students who choose to attend. As an example, if a college had a yield rate of 50 percent last year and it increased to 65 percent this year, they won't be taking anyone off the waitlist; instead, they'll be hunting for beds for freshmen. On the other hand, when the yield shrinks, the waitlist opens up; it's just too variable to be predictable. Waitlists are not generally ranked. Colleges use them to fill needed spots in their class— to make sure they have enough classics majors or journalists or oboe players, as well as full-pay students.

Students and families need to evaluate the impact of waitlist stress on the student at this point in the process. Some carefree students just want to find out and approach the decision in a matter-of-fact easy-going manner: "If I get in, great, if I don't, that's fine, too."

But too many other students have already had their hearts broken once, or even twice, if they were first deferred and then waitlisted. Unfortunately, many students take college rejections and waitlists too personally and beat themselves up over it, sadly thinking they have disappointed their parents, or that this rejection defines who they are. It doesn't. For many of these students, closure is a good thing. Decide between the colleges that offered you a place and get excited about the new adventures that lie ahead.

# Focus on Majors: Supply Chain Management

## Career Paths for Supply Chain Management Majors

- Artificial Intelligence Worker
- Automation Director
- Business Manager
- Buyer
- Data Analyst
- Financial Planner
- Forecaster
- Information Technology Worker
- International Transport Manager
- Logistician
- Manufacturing or Warehouse Director
- Production Manager
- Purchasing Manager
- Storage and Distribution Manager
- Supply Chain Analyst
- Transportation Manager
- Workflow Optimizing Manager

Learn more about this exciting career: https://www.greatbusinessschools.org/degrees/supply-chain-management-degrees/

In October 2021, the New York Times made an interesting 'confession': "We didn't even have a logistics beat before the pandemic. Now we do." This prefaced a fascinating article about a subject most people had never thought about or knew much about – the supply chain. In fact, approximately 45% of Americans indicated that they had never thought much about how their products were made nor how they were delivered to their local stores. The management of the chain of supplies that bring those products to our homes is an essential and critical component of a successful business. There are often hundreds of moving parts from the creation of an idea to the end product, and the financial success of a business always hinges upon a smooth and profitable outcome. Supply Chain Management, or SCM, is that process and includes moving and storing raw materials, creating products, storing completed products until they sell, and keeping track of those products throughout the process and after the sale, in order to develop best practices for future success.

Supply chain managers are an integral part of all business operations – logistics, purchasing, IT, materials, finances, suppliers, manufacturing, wholesalers, retailers and consumers. They must continuously monitor every link in this complex chain of people, products, and technology, keeping an eye on the bottom line and safeguarding the mission and profitability of the business. The goal is to minimize costs in order to increase profits and put efficient systems into place that can be checked, rechecked, quickly altered to take advantage of new benefits and avoid costly pitfalls. A good SCM is a highly trained professional who engages in careful research, locates requisite materials, oversees the manufacturing processes, creates delivery mechanisms, and considers the outcome for defective or unsold products. She works to avoid shortages, delays and increased costs that all eat away at her company's profits. A good SCM will save his company money, build a network of well-trained staff, network with contacts and create positive partnerships, research market demand and reduce operating costs across the board.

Supply chain analysts can earn approximately $61k-$75k annually with a job growth of 7%-11% forecast – almost three times the national average for most jobs. Given the crisis within the supply chain created by the Covd-19 pandemic, more companies have recognized the critical work done by their supply chain managers and are rewarding them accordingly. Even during a recession, this career has huge growth potential. Most employers are looking for SCMs with a bachelor's degree, but a graduate degree can lead to rapid advancement within the field and excellent job security for the future.

The SCM major will often be located within an institution's School of Business so admission will require strong mathematics. Coursework will typically include core university graduation requirements in the Social Sciences, Arts and Humanities, and Science. Business core subjects will include Economics, Mathematics, Finance, Human Resources, and Accounting. The SCM major will focus on courses in transportation, management, procurement, customs rules and regulations, market analysis, logistics, data analytics and the art of negotiation. There is a national organization called the Association for Supply Chain Management that offers detailed information about professional certifications that benefit an SCM's career growth and potential. They report that APICS-certified individuals earn 16% more than those with other certifications, and a 27% salary increase over those without any certifications. (continued on p. 3)

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# Financial Matters: Appealing Financial Aid Awards

If your first choice college offers everything you want but the price tag is making you waiver, don't give up hope: consider appealing the award. While colleges and universities won't encourage it, the financial aid officers are empowered to make adjustments, if deemed warranted.

To appeal, do the following:

**Do not deposit until you've settled the financial aid discussion.** Once they have your money, colleges will be less motivated to offer a better deal.

**Be realistic.** Show the college that this is a partnership that you want to be part of, but need just a bit more assistance. Know exactly what you CAN afford. If your Expected Family Contribution (EFC) is more than the cost of tuition, then make sure that your request makes sense. Do your homework and appeal in good faith.

**Be informed.** Make sure you have researched the specific financial aid policies at each college before entering into a conversation with them. Don't contact a college, touting fabulous grades and awesome SAT scores, only to find out that the school offers only need-based financial aid but gives no merit aid awards.

See if the college offers "preferential packaging" – a practice in which they will meet a larger share of financial need based on the academic stats of the student, i.e., stronger grades and test scores will receive more money. Take a look to see if your test scores and grades are in the "middle 50" or in the "top 25." There will be more money at schools where the student's stats raise the school's profile.

**Be prepared.** Colleges will generally reconsider awards for just two reasons:1) the EFC from the FAFSA (Free Application for Federal Student Aid) was incorrect due to a change in the family's financial situation because of illness, unemployment, divorce, death or unexpected medical costs or 2) there is a competing offer from another college. If you plan to mention the competing offer, be prepared to fax a copy of the award letter to the financial aid office.

Ask about "second chance" or conditional aid. See if the college is willing to add any additional aid if your child pulls through senior year with straight A's.

**Send a letter.** Put all of your reasons down in writing and ask for a follow-up meeting, in person if possible or by phone or Zoom. Be prepared with documents that validate your claims.

Stay cordial and don't become desperate or melodramatic.

Financial aid administrators have the authority to make adjustments to the financial aid package on a case-by-case basis. They will use their professional judgement to offer the student the best financial aid package they can based on the information they have.

# Focus on Majors: Supply Chain Management (continued from p. 2)

Certification requires passing an exam, and some employers will cover the costs of testing. There are also options for scholarships through a variety of transportation and logistics foundations.

Given the wide range of activities managed by a good SCM, there are many essential qualities shared by successful graduates. First, no one day is the same as the next – there is such variety in the tasks that the abilities to think quickly, pivot fast, multi-task and problem solve are essential. Since you will be required to manage both products and people, being able to lead, listen, think critically and encourage a team, often under stress, are equally important. You may end up doing some international travel, so developing cultural competency and a global outlook will benefit your career. Typically, the entire process is highly data driven so embracing technology and understanding complex data will be required.

Given the devastating impact of global warming, learning about environmentally sound practices will become ever more important and reducing waste is critical. Finally, develop solid networking skills because those relationships can create both opportunity and resources for the benefit of your company as well as more transferable skills for your resume.

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Check our website for upcoming webinars and seminars.

# Making That Final College Choice

For some students, the final decision regarding which college to attend is the toughest part of the admission process. Here are some tips to help you sort out your options.

**Stay as calm as possible.** While this is an important decision, allowing yourself to be overwhelmed with anxiety will not help you make a better choice. Give yourself some breathing room; you don't have to decide today, or even tomorrow. You have until May 1 to make your choice. Taking a break from worrying about choosing a college to do something fun and relaxing can make it easier to decide. If you feel pressured by parents or friends to make a choice, ask them to respect that you're still deciding.

**Start with *you*, not the colleges.** You may find it helpful to make a list of the top eight or ten characteristics you hope to find in your future college home. Try to focus on both quantifiable factors (cost, size, location, academics) as well as intangibles (social fit, reputation, campus "feel"). Remember, this list is about what *you* think is important, not the factors your parents, neighbor, or best friend think matter most. Then rank each characteristic by its importance to you. Don't worry about which colleges match up best just yet. The point of this exercise is to spend time listening to your head *and* heart.

**Evaluate each college separately.** Before you compare colleges, evaluate the strengths and weaknesses of each school individually based on the characteristics that matter most to you. If you feel you need more information, do some more research. Try to visit campus, review the school's website again, and ask questions of admission officers, faculty, and current students. Your gut instinct about each college is important to weigh as well.

**Narrow your options.** After mulling over what matters most to you and weighing each college's strengths and weaknesses, you'll likely find that at least a few of your options don't resonate as strongly with you. It's OK to let those colleges go.

**Compare your remaining choices in pairs.** Make a chart with the colleges' names along the top and the qualities you seek along the side. For each paired comparison, write the name of the college that seems to best match each characteristic you're looking for. Don't forget to use both your head (logic) and heart (instinct) as you consider each pair of choices. When you're done, add up which colleges received the most "votes" as you compared them to the others. Narrow your list further by eliminating any colleges that clearly don't stand up to the other options.

**There are no perfect college choices; there are only *different* ones.** Deciding where to attend college is the last step in the long and tiring college application journey. It's easy to fall into the trap of believing that you must be absolutely 100% certain that you've chosen the *perfect* college to guarantee your future happiness and success. In truth, there is no perfect college, nor are there any guarantees of your success. In the end, your college experience will be defined more by the attitude with which you approach it than by the actual college you attend.